

Orchestrating Efficiency

Technology solutions that help drive faster, more efficient launches can help improve top line growth. Solutions that help commercial teams manage territories and HCP engagement more efficiently can help lower SG&A costs.

Business Issue



\$23Billion Projected shortfall in Pharma profitability over the next 5 years compared with historical profit margins.¹

\$10Billion Projected decrease in revenue from new product launches due to COVID-19 over next 8 years²

Business Challenge

To offset these financial challenges, Pharma business leaders must find ways to orchestrate operational activities more efficiently to improve the impact of new drug launches



109

New Products launched in Pharma from 2018-2019³



50+

The Pipeline is full! New products ready to be launched in 2020³



340+

The future is promising! 2021-2028 new product launch forecast³

How will you develop a successful drug launch strategy?



42%

Based on a poll of 1,265 pharma executives, the percentage who will require external support for HCP engagement strategy in post pandemic environment⁴



69%

Based on analysis of successful drug launches from 2012-2016 the majority utilized sustained digital tactics to drive adoption (pre-COVID)⁵

How will you find the right HCP target?

The shift away from large blockbuster drugs to niche specialty drugs will make finding the right targets more critical to launch success.



21.5M

IQVIA OneKey database includes millions of HCP profiles to help you select the right audience for your message.



2.5M

IQVIA OneKey database includes millions of HCO records to provide insight for HCP relationships.



104 Countries

IQVIA OneKey provides records in the geographies you need for a successful Global launch.



700+ Associates

Hundreds of IQVIA research associates actively maintain the IQVIA OneKey database.



98%

IQVIA OneKey accuracy boasts a high level of data integrity so your teams don't waste time with obsolete records.

How will you orchestrate ECP engagement?



115+

OCE is already being used by commercial teams in over 100 countries around the World.



60,000+

Thousands of OCE users are realizing the benefits of a connected solution to improve HCP engagement.

The cost of compliance violations



\$27Billion in fines worldwide since 2011⁶

How will you maintain compliant HCP interactions in a rapidly changing and complex global environment?

100,000 meetings annually

Average number of meetings and engagements managed by IQVIA for customers each year

What about virtual meetings?

HCP/O Engagement Management can track and document virtual or live events



\$300M+ customer financial transactions managed annually

IQVIA has experience you can trust. Clients depend on IQVIA to help manage substantial financial transactions every year.

Who will help support your digital transformation?



4500+

Delivery and Support professionals located around the world. Available to provide any level of assistance required to quickly deploy solutions.



50+

certifications. Relevant, industry-recognized technical skills provide you confidence that our professionals possess the expertise to help.

IQVIA Technologies provides end-to-end solutions that help you drive drug adoption more efficiently, delivering better business results and health outcomes.

LET'S TALK

IQVIA can help you deliver business results by empowering your commercial teams to more efficiently orchestrate customer engagement.